

13. BASIC FUNCTION OF POSITION

Under the supervision of the Public Affairs Officer in Auckland, and in consultation with the Consul General, the incumbent supervises three locally engaged staff, and serves as Public Affairs program specialist in three main areas: 1) Managing outreach and programs that promote greater contact with and cooperation among New Zealand alumni of U.S. Government-sponsored exchange programs; 2) Content generation on key public diplomacy and policy issues across a range of Mission communication channels (including speech writing, preparation of talking points and blog drafting); 3) Engagement with opinion leaders and prominent figures in the media on key public diplomacy and policy issues, and long term management of those relationships. The Senior Public Affairs Specialist serves as back up to the Public Affairs Officer when s/he is away.

14. MAJOR DUTIES & RESPONSIBILITIES

% of time

A. Supervision of Auckland Public Affairs Section locally engaged staff: 25%

1. Supervises all aspects of the work of three locally engaged staff in Auckland, with nationwide portfolios (Cultural Assistant, Youth Specialist, and Education Advisor), to include: work guidance and administrative oversight. Serves as Acting section head in the absence of Auckland's Public Affairs Officer

B. USG-sponsored exchange program alumni outreach: 25%

1. Develops and implements a comprehensive strategic plan for USG alumni outreach and activities that integrate alumni into all Mission programming. The incumbent of this position provides Embassy Wellington's Program and Events Coordinator with work guidance on alumni related programming;
2. Promotes and develops a countrywide network of USG alumni, assisting in the formation, development, and sustainability of alumni associations and inter-association cooperation and networking;
3. Coordinates and organizes alumni events (receptions, conferences, seminars, workshops and other meetings) and programming for countrywide alumni audiences. This includes recommending interactions for the Ambassador, the Deputy Chief of Mission, the Consul General, and top visiting U.S. officials;
4. Prepares and disseminates news and information of general interest to alumni;

5. Identifies potential U.S. Government exchange program participants via extensive contacts with the region's opinion leaders in the media, cultural, educational, business, and political sectors;
6. Pursues opportunities for alumni funding from the State Department and/or private sector entities;
7. Seeks ways to use alumni programming to support other Mission goals such as youth outreach, Pasifika engagement, digital media engagement, and ESTH (Environment, Science, Technology and Health) outreach.
8. Other duties as assigned.

C. Content generation/media engagement:

20%

1. Plans travel, events, and visits for the Ambassador, Deputy Chief of Mission and Consul General that promote Public Affairs programming, highlight Public Affairs issues and events, and promote the U.S. interest of people-to-people interactions. The incumbent is also required to diplomatically provide feedback and advice to his supervisors, regarding the public affairs appearances and events that the incumbent coordinates;
2. Drafts speeches and talking points for the Ambassador, Deputy Chief of Mission and Consul General to use in public venues, prominent speeches (including speeches on the record and before the media) and in interactions with public, NGOs, and government offices;
3. Uses regular personal contacts with the nationwide alumni networks and other opinion leaders to generate external content, promoting key public diplomacy and policy issues across the range of Mission communication channels (e.g. guest blogs, guest speakers, and op-eds);
4. Uses regular personal contacts with the region's opinion leaders to generate and inform original content and where necessary enhance existing content promoting key public diplomacy and policy issues across the range of Mission communication channels (e.g. speeches, blogs, website, cables, and official correspondence);
5. Backs up Wellington-based Media Specialist in their absence; leads on media for Auckland based events, managing media relations and press components of VIP visits, U.S. Government events or emergency situations that receive significant media attention.

D. Opinion leader/media engagement:

20%

1. Maintains close personal contact with the highest level Post-defined target audience within the country's key opinion leaders in the media, cultural, educational, business, and political sectors, including with New Zealand officials up to the cabinet level; engages them in substantive conversation to find out their concerns and measure their attitudes relating to

issues of interest to the United States as defined in Post's Integrated Country Strategy (ICS); uses these contacts to promote key public diplomacy and policy issues;

2. Uses these contacts to identify potential USG exchange program participants across these sectors;
3. Advises the Ambassador and other Mission elements on relevant trends and changes within the attitudes and opinions of this audience;
4. Supports opinion leader engagements by the Ambassador and other Mission elements.

E. Other Support 10%

1. Attends representational events and other events that promote U.S. interests.
2. Assists in arranging and ensuring the success of special events, including ensuring appropriate interlocutors are invited as well as logistical aspects of successfully executing such events, such as set up, clean up and escorting visitors.
3. Other duties as assigned.

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a) **Education:** Completion of a tertiary degree in the Liberal Arts, Education, Humanities, Business, History, Literature, Political Science, Public Policy, International Relations, Communications, or Public Relations is required
- b) **Prior Work Experience:** A minimum of four years of progressively responsible experience in media, education, programming cultural activities, public relations or government with speechwriting/writing experience plus one year of supervisory experience is required.
- c) **Post Entry Training:** On-the-job training, which depending on funding may include orientation and training out of country. Training courses in State Department procedures. Completion of FSI Online courses: Protecting Personally Identifiable Information (PA459), Ethics for New Locally Employed Staff (PA453) and Cyber Security Awareness Course (PS800).
- d) **Language Proficiency:** English fluency (Level IV) is required. Communication is a major facet of this position.
- e) **Job Knowledge:** Familiarity with New Zealand's social structures, institutions, political parties, economic and cultural movements, historical development, and key figures in the mass media, the professions, military, government, cultural, educational, labor, and

business circles. A similar familiarity with U.S. society, politics, economy, culture, and history.

- f) **Skills and Abilities:** Strong interpersonal skills are needed, and the ability to develop and maintain extensive high-level contacts among senior and/or future partners across important sectors of society (media, cultural, educational, business, political, etc.). Must have excellent writing skills for drafting correspondence, written analyses, speeches and evaluation reports. Ability to set own priorities and use initiative to plan and arrange events and programs. Must be proficient in Microsoft Office products and have the ability to produce a wide variety of written documentation to a high standard.

16. POSITION ELEMENTS

- a) **Supervision Received:** Supervision by the PAO with general guidance and oversight from the CG, although incumbent will be expected to perform a variety of functions to the same level as equivalent PAS specialists in Wellington with minimum supervision
- b) **Available Guidelines:** Mission Strategic Plan, Foreign Affairs Handbooks and Manuals, and guidance from the State Department and from supervisor.
- c) **Exercise of Judgment:** Must take initiative and exercise a very high degree of independent judgment. Has responsibility for planning, arranging, and executing the nationwide alumni-coordination strategy and aspects of major PAS programs in Auckland.
- d) **Authority to make commitments:** In consultation with the PAO has authority to commit plans and schedules toward the execution of PAS programs, such as cultural events and media interviews.
- e) **Nature, Level, and Purpose of Contacts:** On behalf of the PAO or CG, or independently, the incumbent is expected to maintain and develop contacts with the highest level Post-defined target audience in the region in key institutions in the media, cultural, educational, business, and political sectors.
- f) **Time Expected to Reach Full Performance Level:** One year